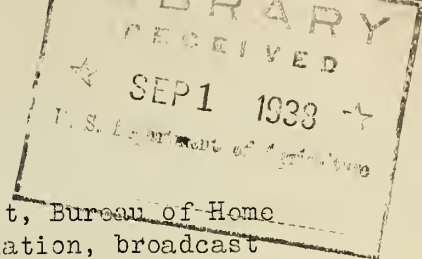


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WHEN A WOMAN BUYS A COAT



A radio conversation between Miss Clarice Scott, Bureau of Home Economics; and Mr. Wallace Kadderly, Office of Information, broadcast Thursday, August 25, 1938, in the Department of Agriculture period of the National Farm and Home Hour, by the National Broadcasting Company and a network of 90 associate radio stations.

--ooOoo--

WALLACE KADDERLY:

Miss Clarice Scott is with us today from the Bureau of Home Economics. She's a member of the Textile and Clothing Division. Miss Scott, we're glad to salute you as the designer of those good-looking clothes for children.

CLARICE SCOTT:

Thank you. We're glad if they're good-looking. But I want to assure you that we really put comfort ahead of style.

KADDERLY:

You seem to manage to get them both in. (At least I'm going by what I hear women say who've made their youngster's clothes from your designs.) And Miss Scott, I'm very glad to have this chance to congratulate you, too, on your new leaflet "When a Woman Buys a Coat".

SCOTT:

I'm glad you like it.

KADDERLY:

I do. Very much. And so do the Extension people. Miss Edith Mason of Connecticut said: "It gives a person more information in 15 minutes than an hour's lecture would accomplish."

SCOTT:

Well, we in the Bureau of Home Economics believe there is a lot of truth in that old Chinese proverb, "One seeing is worth a thousand tellings."

KADDERLY:

And very true. I think you were very wise to make this a book of pictures. Twenty-four pages of pictures -- beautiful clear pictures showing a coat from the inside out.

SCOTT:

Don't forget the in-between. I mean the interlining. The warmth of a winter coat depends so much on its interlining, we can't afford to overlook the interlining.

KADDERLY:

Aren't a lot of the qualities in a coat more or less hidden?

(over)

SCOTT:

Yes, but it has pleased me to notice that every year manufacturers are putting more informative labels on women's coats.

KADDERLY:

With all the new synthetic fibers coming on the market, it must be very hard to tell what's what.

SCOTT:

Yes, I understand there are going to be even more mixtures of wool and rayon this fall.

KADDERLY:

Which reminds me of that rhyme:
Lest modern marvels be forgotten,
We must append this little note;
That last spring's field of budding cotton
Is this fall's all-wool overcoat.

SCOTT:

Very true. Some of the spun rayon does look so much like wool that it's hard to tell the difference.

KADDERLY:

But the rayon doesn't wear like wool, does it?

SCOTT:

Not for the kind of wear that a winter coat gets . . . in rain, and snow, and all kinds of weather. Water weakens rayon fibers.

KADDERLY:

They haven't the comeback of good wool.

SCOTT:

That's it. They won't keep their shape as well as good all-wools. Neither will they keep their press so well. But, don't misunderstand me. Rayon is very good for certain purposes. As coat linings, for instance, it is often guaranteed "to wear the life of the garment."

KADDERLY:

What is "the life of the garment"?

SCOTT:

I'll admit that is a little indefinite. The manufacturer of the coat and the purchaser might have room for strong argument on that point. But a wear guarantee like that generally indicates pretty good quality. Then there are some coat linings definitely labeled color-fast, and resistant to perspiration, and proof against water spots.

KADDERLY:

Much more definite. You know what you can count on there.

SCOTT:

In a silk lining, of course, the main thing to watch out for is heavy weighting.

KADDERLY:

More tin than silk.

SCOTT:

Many times that's the case. We actually found one coat lined with silk so heavily weighted that it went to pieces under the arms in six weeks after the woman bought it.

KADDERLY:

Didn't the store make it good?

SCOTT:

No, it didn't.

KADDERLY:

The lady just had to swallow her loss.

SCOTT:

But she says, that expensive lesson has taught her to read labels and ask questions about every part of a coat before she buys it. A moment ago I spoke of the interlining

KADDERLY:

Oh, yes.

SCOTT:

Wool makes the warmest interlining. . . either wool fibers quilted between thin mull, or a woven wool material.

KADDERLY:

How do you get at the interlining in a coat?

SCOTT:

At the hem. If the linings and the coat material are finished separately at the lower edge - and they should be in a well made coat - simply look inside and see what the interlining is made of. But, if the coat is closed, clerks are usually very willing to rip open a place large enough for examination.

KADDERLY:

Well, those big fur collars women have on their coats must be very warm.

SCOTT:

They are when they fit up close about the neck. But sometimes fur collars are shaped so they stand away from the neck. Then they're anything but warm. And, of course, there are all kinds of furs on all kinds of coats.

KADDERLY:

I understand the Federal Trade Commission has issued rules about the labeling of furs, so the public can know better what it's buying.

SCOTT:

Yes, those labels are extremely helpful, if you take time to read them to the last word.

KADDERLY:

The last word is the correct name of the fur, isn't it? For instance, beaver-dyed rabbit is rabbit.

SCOTT:

That's right. Rabbit fur, made to look as much like beaver as possible. The advertisements are full right now of these trick names. Sable-dyed squirrel

KADDERLY:

Is still squirrel.

SCOTT:

And mink-dyed fitch. . . .

KADDERLY:

Is still fitch.

SCOTT:

And perfectly all right, as long as you know what you are getting. But I've noticed that in some of these much-dyed furs the color changes. A nice rich brown may become reddish or yellowish brown, and the appearance of the coat is spoiled long before it is worn out.

KADDERLY:

Well, this is pretty warm weather to be talking about furs and winter coats, Miss Scott.

SCOTT:

But not so warm for us as for the women who're trying on coats at the August sales.

KADDERLY:

I wish you'd tell me why women buy winter coats in August.

SCOTT:

It's just one of those things.

KADDERLY:

Just because. Well, thank you, Miss Scott, for coming over today. And I'd like to tell women, if I may, how they can get this picture book on buying coats.

SCOTT:

Sorry, but they will have to buy it. The price is 10 cents . . .

KADDERLY:

This is not a free publication then. And a dime must accompany a request for it.

SCOTT:

Yes, that just covers the cost. And the Superintendent of Documents, of the Government Printing Office, is the person to send the dimes to.

KADDERLY:

(Repeat how to order -- and the title: "When a Woman Buys a Coat".)

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